

## **Career Development Workshops**

### **ACS Career Management & Development Workshops (Thurs. 8:00AM - 3:00PM)**

These three workshops will help professional chemists and students at all levels to understand how to take advantage of employment opportunities. The first workshop, “Planning Your Job Search” will include a self-assessment of professional values and discussion of employment trends. It will also examine the networking process and present strategies such as informational interviewing to help with the job search.

The second workshop, “Preparing a Resume,” will assist attendees in determining how to match their personal data format to their marketing plan. Workshop attendees will learn how to construct a winning resume.

The third workshop, “Effective Interviewing,” explores the interview process, types of interviews, frequently asked questions, and evaluating an offer.

An ACS career consultant will provide individual resume reviews and career assistance on Thursday afternoon and Friday morning. Workshop attendees should bring a copy of their resume. The workshops are free to meeting registrants. Sign-up is on the meeting registration form.

### **Developing Entrepreneur Skills Workshop (Friday morning)**

- The Company – Introduce the company, what is the company’s focus?
- Description of the product, service, or business model – What will be marketed, to whom and for what need/use?
- Intellectual Property Protection Strategy – Technology Platform for the product/service and what barriers exist for the competition? Any patents filed or issued, and future plans.
- Market Analysis – How big is the market, what segment of the market is the company’s focus, and who the competitors are? What are the competitors’ strengths and weaknesses, and why the company’s product is different, better and unique?
- Market Entry - Who, when and where the products will be manufactured and distributed and marketed
- Management Team – The team members and their backgrounds and roles in the company. Opportunities, risks and contingency plans – What risks are expected and what are the contingency plans?
- Financial Analysis: Income statement, balance sheet and cash flow – Summarize succinctly. The bottom line is how much the company is worth today, and when will the company breakeven and have positive cash flow. How much investment they are looking for and for what, and what is company’s exit strategy.
- Executive Summary – To summarize the presentation

10 Minutes for Presentation – Essentially the executive summary to give potential investors an idea about the Opportunity – Need and Product, and why this product, differentiation, barriers for competition, the investment sought and the return on investment – how much and when.